

I Live Here
I Give Here®

Amplify Austin Day

The biggest giving event in Central Texas

2024 Impact Report

A Letter from the I Live Here I Give Here Executive Director

Dear Friends,

It is an honor to present the 2024 Amplify Austin Day Impact Report to you.

Amplify Austin Day is a unique opportunity for Austinites and Central Texans to come together and support our nonprofit community. This year, residents throughout our 7-county region raised \$10 Million for 731 local nonprofits in 24-hours. These gifts came from more than 27,000 folks like you. That is phenomenal - thank you!

The impact of this collective giving helps local nonprofits have the resources they need to continue serving our community. Whether it is feeding those facing homelessness, keeping parks safe and clean, providing homes for sick cats, giving kids access to the arts, or any other incredible nonprofit cause, your support on Amplify Austin Day is key to ensuring their ongoing success.

What is even more remarkable is that since 2007, I Live Here I Give Here, through Amplify Austin Day and other programs, has worked with community members to raise \$139 Million dollars for our local nonprofits. Incredible.

Lastly, I want to say a special thank you to all the businesses that participate in Amplify Austin Day. From cause marketing and employee matching gift programs, to those that sponsor the event, businesses in Central Texas have a huge impact on the success of Amplify Austin Day.

Thank you once more. This day would not be possible without donors, friends, nonprofits, and partners like you.

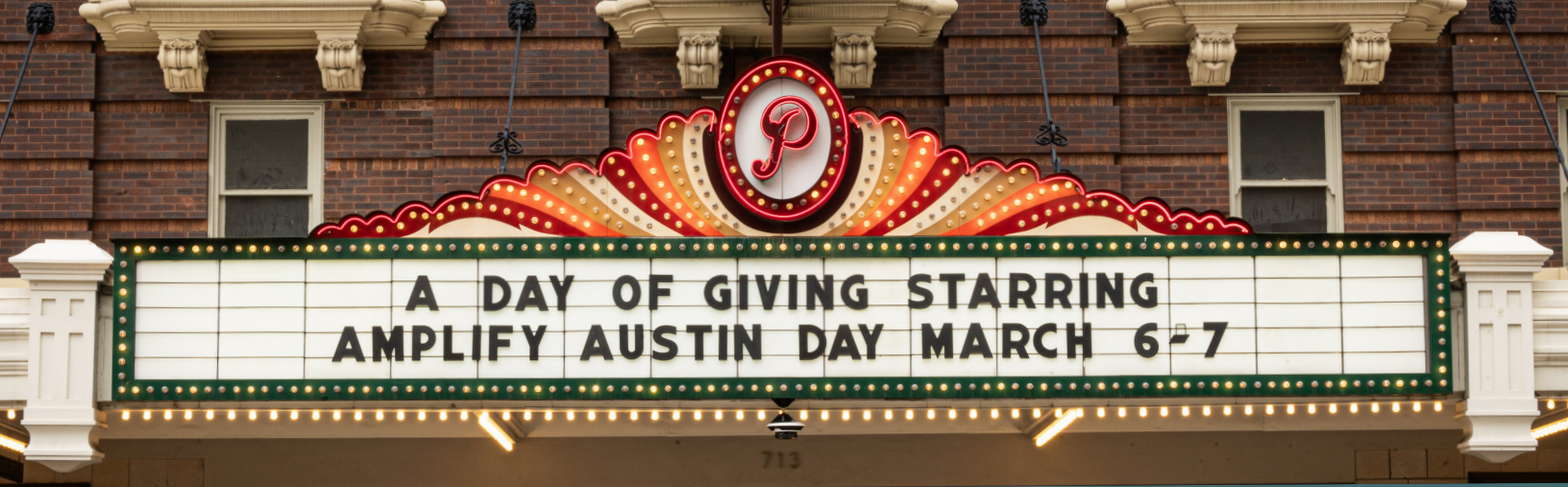


Gratefully,

A handwritten signature in black ink, appearing to read 'Piper Stege Nelson'.

Piper Stege Nelson
Executive Director





Amplify Austin Day 2024 By the Numbers

\$10 Million Raised

731

Nonprofits

7

Counties

12th

Annual

24

Hours

27,850

Donors

\$212,967

Raised for the
Amplify Fund

8,909

First Time
Donors

19

Cause
Categories

135

BIPoC-Led
Nonprofits

1,412

Fundraising
Champions

\$1.3M

Raised by
Fundraising
Champions

47

Business
Fundraisers

\$782,565

Raised by
Business Fundraisers

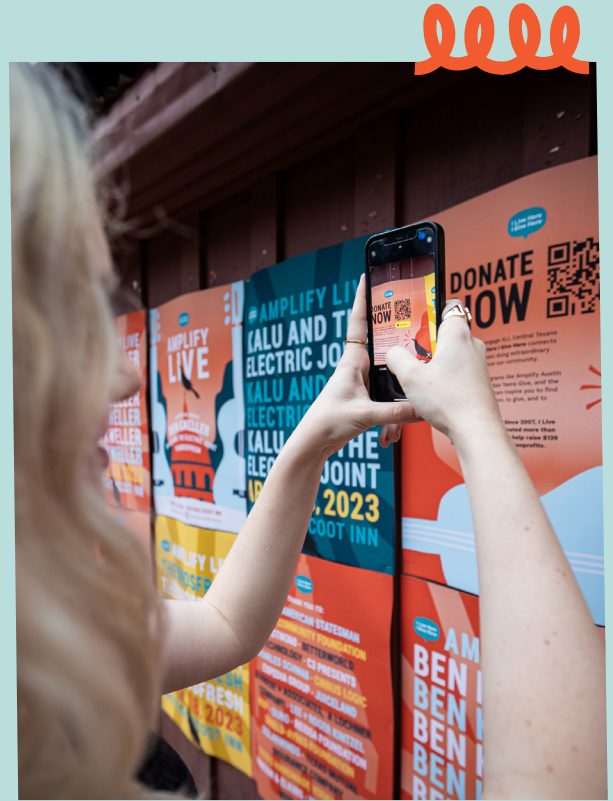
Amplify Austin Day: March 6-7, 2024

Engaging Central Texas Through Collective Giving

There is no shortage of need for nonprofits in our local community. Austin and the surrounding Central Texas region has experienced tremendous growth in recent years, putting increasing demand on nonprofit services. **Amplify Austin Day is a unique solution to these nonprofit funding needs.**

For one day, every resident within a 7-county region is asked to donate on the platform, AmplifyATX.org. This simple and yet powerful ask has successfully **raised \$112.7 Million in 12 years, impacting 1,507 nonprofits with the help of 200,000 donors.**

The ripple effect of participating in Amplify Austin Day as a donor, sponsor, or fundraiser is remarkable. Even a gift of \$5 makes all the difference. This is because Amplify Austin Day reinforces the power of collective giving and turns \$5 into millions for our local nonprofits.



A donor making a gift on AmplifyATX.org during Amplify LIVE



Colorado River Alliance employee on Amplify Austin Day

“Amplify Austin Day reminds us the importance of giving back to the nonprofits that support our community every single day. Of course, you can give any day of the year, however, Amplify Austin Day is special because it opens the door to have conversations about why you give and who you give to. It allows us to connect as a community and engage those curious about giving!”

Lexie Hall Burns

Impact on a Mission

Austin Parks Foundation

Raised \$66,629

Austin Parks Foundation doesn't just fundraise on Amplify Austin Day - they empower Austinites to identify and raise money for park projects in their own communities. By combining the power of peer-to-peer fundraising with their Adopt-A-Park program, they raised a collective \$66,629 for 24 park projects across the city. These funds go to their Sponsored Fund Accounts, which Adopt-A-Park groups use to fund projects important to their neighborhoods.

"Amplify Austin Day allows us to participate in a fundraising movement bigger than ourselves. Not only does it enable our groups to have a larger voice for their park or garden, but it also provides a great opportunity for our park adopters to network and exchange ideas," said Jasmine Piper, Community Funds Coordinator at Austin Parks Foundation.



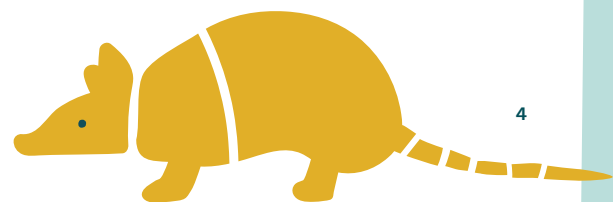
Blunn Creek Nature Preserve Volunteers



North Austin Community Garden

Austin Parks Foundation uses the Fundraising Champions feature during Amplify Austin Day, setting up their park adopters as peer-to-peer fundraisers and providing them resources such as sample solicitation emails and phone call scripts, social media guides, and a fundraising toolkit. The park adopters raise money for a variety of approved projects important to them, from repairing a chicken coop at a community garden to adding playground equipment and hosting community events. Thanks to their partnership with Austin City Limits Music Festival, Austin Parks Foundation matched up to \$3,500 for each project.

"We are so proud of all 24 park adopters that participated in Amplify Austin Day this year. This was a record breaking amount of adopters that took part and they truly embraced the experience," Piper said.



Your Donations in Action

Do you ever wonder how your Amplify Austin Day gifts are used? We asked five nonprofits to share how their donations drive community change.

Foundation Communities

Housing, Shelter, & Homelessness

Your donations to Foundation Communities during Amplify Austin Day go straight to no-cost programs designed to support thousands of residents on their journeys to housing stability. These include on-site services like out-of-school and summer education programs, healthy living initiatives, financial wellness services, supportive housing programs, and more!



Foundation Communities

The Sandbox At Madeline's Place

Youth & Children

The funds we received from Amplify Austin Day will help create more robust experiences for our students that they may not otherwise get. Both after school at our facility and off-site excursions will pique students' interests and open up future possibilities as they

explore and engage in STEM based activities, agriculture, automotive and so much more. These funds allow us to invest in young people as we share our message: Be Honest, Be Kind, Speak Up.

Austin Rainbow Theatre

LGBTQIA+

Austin Rainbow Theatre is beyond grateful for the donations we received from Central Texans during Amplify Austin Day. These funds will go directly toward amplifying LGBTQIA+ voices by putting LGBTQIA+ stories on stage. The generosity of Amplify Austin Day donors will help us provide fair and equitable compensation to, and thereby uplifting, LGBTQIA+ theatre artists.



Austin Rainbow Theatre

Colorado River Alliance

Environment, Conservation & Sustainability

Colorado River Alliance champions the long-term vitality of the Texas Colorado River through education and engagement. Funds raised on Amplify Austin Day will provide 93 hours of TEKS-aligned STEM education to 31 Title-1 elementary school students through field trips to the Wilkerson Center for Colorado River Education.

Texas Tribal Buffalo Project

Racial Equity

The funds raised on Amplify Austin Day not only support the healthy maintenance and care of our herd, but also enhance other initiatives promoting cultural preservation and ecological restoration. Every donation we receive brings us closer to a future where traditional knowledge and sustainable practices flourish.



Texas Tribal Buffalo Project

Amplify Austin Day Nonprofit Prize Winners

Nonprofits also compete for extra matches to help earn even more money from the Amplify Fund.

Ace Academy

A Kitty's PURRsuit of Happiness

American Artists Project

Austin Creative Alliance

Austin Junior Forum's Teddy Bear Program

Austin Nonpareil Institute

Austin Pets Alive!

Austin Wildlife Refuge

Capital Area Dental Foundation

CASA Of Travis County

Central Texas Food Bank

Griffin School

House Rabbit Resource Network

Jack Jack's Pack Street Dog Rescue

Lirios Pediatrics: Free Care For Kids

Mobile Loaves & Fishes

Peace Family Housing Project

Shadow Cats

The Caring Place

The Missy Project

The Salvation Army

Thundering Paws

Valor Education

We Luv Video

Women In Neuroscience

Matches Matter

Amplify Fund Matching Partners

Started in 2016, the Amplify Fund was established to inspire our community to participate in Amplify Austin Day in a fun new way. While every donor can contribute to the Amplify Fund at check out on AmplifyATX.org, it's the generosity of local businesses who fuel the Amplify Fund's true mission - awarding matching dollars and prizes to participating nonprofits.

Matching Partners

<p>Amplify Fund</p> <p>Expedia Group</p> <p>NXP</p> <p>Ouro</p> <p>Cirrus Logic</p> <p>Solarwinds</p> <p>Moreland Properties</p>	<p>Housing, Shelter & Homelessness</p> <p>Reissa Foundation</p> <p>Lee + Roger Kintzel</p> <p>Shield-Ayres Foundation</p> <p>Animal Care & Services</p> <p>Anonymous</p>	<p>Arts & Culture</p> <p>Tito's Handmade Vodka</p> <p>LGBTQIA+</p> <p>JuiceLand</p> <p>Environment, Conservation & Sustainability</p> <p>H-E-B</p>	<p>Basic Needs</p> <p>WP Engine</p> <p>Youth & Children</p> <p>Anonymous</p> <p>Senior Adults</p> <p>Westminster</p>
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A Westminster Win

Westminster Senior Living in Austin is home to over 500 senior adults, many of whom are longtime Austinites and dedicated local philanthropists. When I Live Here I Give Here approached Westminster about participating in Amplify Austin Day, the response was immediate: absolutely!

Westminster created an Amplify Austin Day nonprofit fair, inviting local groups to come and tell residents about their work in the run up to Amplify Austin Day.

They also asked how they could contribute and support the day financially. As a result, Westminster sponsored the first ever match in the “Senior Adults” Cause Category. Between the nonprofit fair and the match, Westminster generously made a lovely first year impact on Amplify Austin Day - and they are already planning again for next year!



Westminster Amplify Austin Day Nonprofit Fair

Sustainable Corporate Giving

Business Fundraisers

Central Texas companies are a driving force behind the success of Amplify Austin Day. In fact, more than **10% of the dollars raised** are through the Business Fundraiser program!



Expedia Group staff volunteering at Hope Austin

Expedia Group’s Growing Campaign

Expedia Group has participated as a Business Fundraiser and critical Amplify Fund Matching Partner, motivating employees to give while also committing to give back as a company. Since 2021, I Live Here I Give Here has worked closely with their team to embrace corporate philanthropy at their Austin office and emerge as a local leader in giving back. As a result, they have raised:

- \$48,583 Amplify Austin Day (Employee Giving, Corporate Match, Sponsorships)**
- \$50,000 I Live Here I Give Here Amplify Fund**
- \$65,000 Annual Business Membership + Global Month of Caring Contributions**

Amplify Austin Day Business Fundraiser Winners



Most Dollars Raised

- Cirrus Logic*
- Solarwinds
- Gjerset & Lorenz, LLP

Highest Employee Participation

- Cirrus Logic
- Maxwell Locke & Ritter
- ECPR Texas

** “Winning the Top Business Fundraiser for the sixth consecutive year fills us with great joy and pride. We are honored to rally our employees toward a shared goal of ensuring our Central Texas community thrives.”*

Jaime Moreno

Amplifying Across the Community

Cause Marketing

Amplify Austin Day makes giving back fun (and tasty) with the help of local small businesses. This year, I Live Here I Give Here organized a record **16 Cause Marketing partners** to gift a portion of their sales to the campaign.

Amy's Making Black History Month Sweeter

During the month of February, we partnered with 8 Black-Led nonprofits to raise Amplify Austin Day donations with the help of Amy's Ice Cream's "Round Up" promotion.

Raised \$3,370



Cause Marketing Partners

- | | | |
|------------------|---------------|--------------------------------|
| JuiceLand | Uncle Nicky's | St. Elmo |
| Amy's Ice Creams | Still Austin | Kim Ortiz |
| Tso Chinese | Cenote | Portrait Art |
| Austin Sonic | Olamaie | Howler Bros. |
| Dirdie Birdie | Lil Ola's | Goodstock by Nolan Ryan Brands |
| Juniper | Gimme Burger | |

Benefitting Black-Led Nonprofits:

100 Black Men of Austin, African American Leadership Institute (AALI), Austin Urban Technology Movement (AUTMHQ), Black Mamas ATX, E4 Youth, Mission Accomplished, Put It In A Book, Torch Literary Arts

Amplify Wilco Day

Amplify Austin Day has always served a 7-county Central Texas region. However, after years of watching the rates of nonprofits, donors, and dollars increase in Greater Austin, I Live Here I Give Here decided to try our first hyper-local marketing campaign. We called it Amplify Wilco Day.

The day occurred alongside Amplify Austin Day, with donations collected on the same online platform. The only difference was that Amplify Wilco Day specifically promoted the important missions of Williamson County-serving nonprofits in their direct communities.

We worked with local city governments to gain traction but it was the nonprofits that made it a success. They rallied together to drive momentum, even organizing a large-scale event on the Georgetown Square!



I Live Here I Give Here Board President, Joel Coffman and Nonprofit Leader, Karah Powell (ROCK) take a selfie with Round Rock Mayor, Craig Morgan as they receive an official proclamation for Amplify Wilco Day

\$1,049,677
Total Raised by
Williamson County Nonprofits

72
Total Participating
Williamson County Nonprofits



Social media content to promote Amplify Wilco Day from Austin Dog Alliance



Faith in Action Georgetown hosting their Amplify Wilco Day kick off event at the Georgetown Square

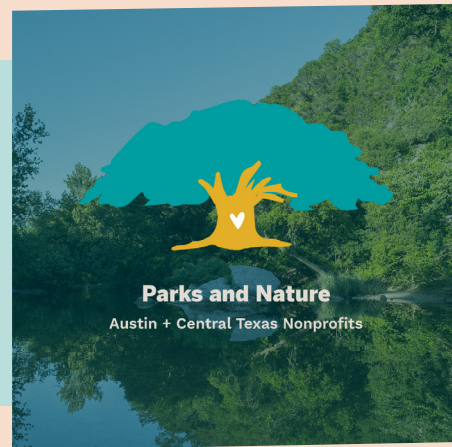
You Love Where You Live, Now Love Where You Give

Community Activism

This statement became the unofficial theme of Amplify Austin Day 2024. Throughout the entire campaign, we worked to bring awareness about the nonprofits who make living in Central Texas so special, encouraging individuals to support the local community they love to call home.

Videos Online

We created a video series to highlight what people love most about living in Central Texas. From live music to the greenbelts, there are nonprofits dedicated to maintaining everything we appreciate most about our home.



Fundraising Champions

Over 1,400 people signed up to be Fundraising Champions (peer-to-peer fundraisers), raising \$1.3M during Amplify Austin Day.

FUN FACT: Nonprofits who engage Fundraising Champions for their campaign raise 3.5x more than

Influencers + Media

We worked with 20 social media influencers and 33 media partners to spread the word about Amplify Austin Day, gaining 34 Million marketing impressions across Central Texas.



See Teens Give

For its third year, I Live Here I Give Here's See Teens Give program had **37 participants**. This amazing group of engaged students learned about the different ways to give back, how to find a cause they are passionate about, and how to leverage their networks to peer-to-peer fundraise for a local nonprofit during Amplify Austin Day.

Together, the teens raised over \$18,600 for 35 nonprofits through 165 donors!

When surveyed, 73% of the group said participating in the program changed the way they think about giving back. One student even shared, "Just like a small donation or young teen like me can raise money to help hundreds of people, every big oak tree starts from a small seed. It all starts with a selfless act!"

Los Verdes: Community Champions

Los Verdes Austin FC Supporters Group exemplified the power of collective action during Amplify Austin Day. Their mission to build a community of inclusion and respect showed up in their membership's selection of six local nonprofits: Walking Shadow Shakespeare Project, Austin Pets Alive!, Out Youth, Equality Texas, AVOW, and SAFE.

After making gifts of \$500 to each of these organizations, Los Verdes encouraged their members to match the giving and multiply the impact. Their team spirit and hope for our community is the heart of Amplify.

"The most meaningful part of my experience was getting to share my passion with loved ones. Their overwhelming support was very heartwarming for me."

Anonymous Fundraising Champion

"As a corporate donor and a board member of I Live Here I Give Here, I am honored to support Amplify Austin Day. Not only does it have a huge impact on the nonprofit community, but it also allows us to learn more about our employees, what they care about and engage them in giving back to their community."

Jackie Sekiguchi

"At Amy's Ice Creams we look forward to partnering with Amplify Austin Day each year specifically because of the causation donation approach I Live Here I Give Here uses. We are proud to combine efforts with an organization that makes sure the donated kindness of our customers is boosted and goes directly where it is most needed in the local community."

Jess Banks

Amplify LIVE

The second annual Amplify LIVE benefit concert rocked the Historic Scoot Inn on Thursday, April 18. The show served as a celebration of I Live Here I Give Here's 17 years of impact for our Central Texas community - which includes \$112.7 Million raised through Amplify Austin Day alone.

The concert, produced by C3 Presents, featured incredible performances by beloved Austin artists Ben Kweller, Kalu & The Electric Joint, and THEBROSFRESH.

It was a gorgeous spring night radiating with joy from the great music and an enthusiastic crowd.

Proceeds from ticket sales helped provide I Live Here I Give Here with operating support for the future production of Amplify Austin Day. These funds help cover the necessary expenses related to the infrastructure of our community's biggest giving day. This includes backend operations of the AmplifyATX.org platform, nonprofit stewardship, staffing, advertising, volunteer recruitment, and more.



A packed house at the Historic Scoot Inn captured by photographer, Manny Pandya

\$107,500

Total Raised - Includes ticket sales and onsite donations

570

Total Attendees



Amplify LIVE featured performances by Ben Kweller, Kalu & The Electric Joint, and THEBROSFRESH



Amplify LIVE brought together a mix of partners, staff, volunteers, and donors in support of Live Here I Give Here's work

Thank You

We extend heartfelt appreciation and gratitude to the over 27,000 people who gave on Amplify Austin Day and to these leading sponsors who made the campaign a tremendous success for our local nonprofit community.

Amplify Austin Day Sponsors + Amplify Fund Matching Partners

Presenting (starting at \$50,000):

C3 Presents

Community Catalyst (starting at \$25,000):

Anonymous
 Expedia Group
 Reissa Foundation

Culture Changemaker (starting at \$20,000):

Lee & Roger Kintzel

Champion (starting at \$15,000):

Texas Mutual Insurance Company
 Tito's Handmade Vodka
 Wise

Impact Leader (starting at \$10,000):

H-E-B
 JuiceLand
 NXP
 Ouro
 Shield-Ayres Foundation

Groundbreaker (starting at \$7,500):

Vinson & Elkins

Community Builder (starting at \$5,000):

Cirrus Logic
 Tito's Handmade Vodka
 vcfo
 Solarwinds
 WP Engine

Grassroots (starting at \$2,500)

Anonymous
 BetterWorld Technology
 K Friese + Associates
 Moreland Properties
 Westminster

I Live Here I Give Here Annual Business Members

Wise
 Expedia Group
 Charles Schwab
 Rifeline
 Cirrus Logic
 H-E-B
 Maxwell Locke & Ritter
 NXP

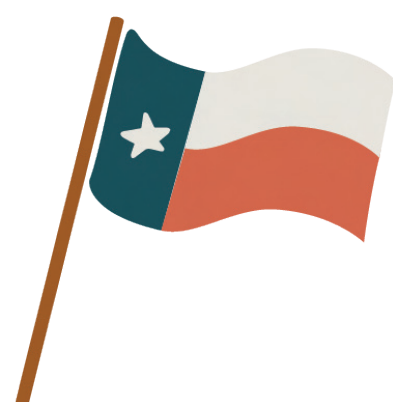
Media Partners

Austin American Statesman
 Austin360
 Waterloo Media
 Austin Business Journal
 Austin Monthly
 Austin PBS

Austin Woman Magazine
 BuildASign
 Community Impact
 Austin Public
 KMFA 89.5
 Tribeza
 ATX Good News
 Austin Black Business Journal
 Audacy
 Austin Chronicle
 CultureMap
 iHeart Media
 KOOP
 Antone's
 City of Austin
 EASTside Magazine
 KUT and KUTX
 Leander Chamber
 Nudge
 Paramount Theatre
 Round Rock Chamber
 soulciti
 Sun Radio
 Telemundo
 The Austin Common
 The Texas Tribune
 When Where What Austin

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